Message Text

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ACTION EA-14

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-07 H-03 INR-10 L-03

NSAE-00 NSC-10 PA-04 RSC-01 PRS-01 SPC-03 SS-20

USIA-15 SAM-01 OMB-01 INT-08 IO-14 EB-11 COME-00

TRSE-00 DOTE-00 FEA-02 NEA-11 FAA-00 EUR-25 VOE-00

DRC-01 /166 W

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R 010230Z FEB 74 FM AMCONSUL OSAKA KOBE TO SECSTATE WASHDC 1384 INFO HICOMTERPACIS AMEMBASSY TOKYO

UNCLAS OSAKA KOBE 0068

E.O. 11652: N/A

TAGS: ETRD, JA, CVIS

SUBJECT: INCREASE IN JAPANESE TOURISM TO US.

REF: STATE 002652, TOKYO 0200, TOKYO 0378

SUMMARY: NIV ISSUANCE JANUARY AT OSAKA-KOBE SHOWS CONTINUED INCREASE JAPANESE TOURISM TO US BUT WITH DEFINITE TREND AWAY FROM GUAM.

1. IN THE FIRST FLUSH OF ENERGY CRISIS THERE WAS A DROP IN TOURISM TO U.S. CAUSED MORE BY TOURIST UNCERTAINTY THAN ANYTHING ELSE, ACCORDING TO AIRLINE REPRESENTATIVES AND TRAVEL AGENTS HERE. DECEMBER 1973 WAS THE FIRST MONTH SINCE SEPTEMBER 1968 THAT OSAKA-KOBE'S NIV ISSUANCE DID NOT SHOW ANY INCREASE OVER THE SAME MONTH OF THE PREVIOUS YEAR. HOWEVER, IN JANUARY 1974 WE VISAED 15,479 VISITORS AGAINST 12,239 IN JANUARY 1973. THIS INCREASE IS MUCH GREATER THAN THE OVERALL INCREASE OF 9 PERCENT IN NUMBER OF JAPANESE GOING ABROAD IN 1974 WHICH HAS BEEN SEEN IN JAPANESE GOVERNMENT FORECASTS. UNCLASSIFIED

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- 2. HOWEVER, AS NOTED IN OSAKA-KOBE A-1 OF JANUARY 10, 1974. THE PROPORTION OF JAPANESE TRAVELERS GOING TO GUAM HAS BEEN DECLINING STEADILY FROM A HIGH OF 60 PERCENT IN 1971 TO ABOUT 16 PERCENT IN JANUARY 1974. CONVERSELY, HAWAII, WHICH TOOK ONLY 20 PERCENT OF VISITORS VISAED HERE IN 1971, NOW TAKES OVER 60 PERCENT.
- 3. PAN-AMERICAN DROPPED ITS OSAKA STOP FOR GUAM FLIGHTS DECEMBER 22, 1973 BUT LOCAL MANAGER SAYS THIS HAS HAD MINIMAL PART IN OVERALL FALLAOUT IN GUAM VISITORS.
- 4. TRAVEL BUSINESS SOURCES AND AIRLINES ANTICIPATE NO SERIOUS IMPACT ON U.S. TRAVEL FROM TIGHTENED CONTROLS ON TOURISM EXPENDITURE, BUT THEY DO SEE SOME SHIFT OF TRAVELERS AWAY FROM U.S. TO EUROPE BECAUSE OF RELATIVELY HIGHER PACIFIC FARE STRUCTURE AND BECAUSE OF ATTRACTIVE GROUP TOURS BEING OFFERED EUROPE BOUNDTRAVELERS. HOLLOWAY

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Message Attributes

Automatic Decaptioning: X Capture Date: 01 JAN 1994 Channel Indicators: n/a

Current Classification: UNCLASSIFIED

Concepts: PETROLEUM, SUPPLIES, TOURISM, TRAVEL CONTROLS, NONIMMIGRANT VISAS

Control Number: n/a Copy: SINGLE Draft Date: 01 FEB 1974 Decaption Date: 01 JAN 1960 Decaption Note: Disposition Action: n/a Disposition Approved on Date: Disposition Authority: n/a Disposition Case Number: n/a

Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:

Document Number: 1974OSAKA00068 Document Source: CORE Document Unique ID: 00

Drafter: n/a Enclosure: n/a Executive Order: N/A Errors: N/A Film Number: n/a From: OSAKA KOBE Handling Restrictions: n/a

Image Path: ISecure: 1

Legacy Key: link1974/newtext/t19740262/aaaacfzy.tel Line Count: 79 Locator: TEXT ON-LINE Office: ACTION EA

Original Classification: UNCLASSIFIED Original Handling Restrictions: n/a Original Previous Classification: n/a Original Previous Handling Restrictions: n/a

Page Count: 2

Previous Channel Indicators: Previous Classification: n/a

Previous Handling Restrictions: n/a
Reference: STATE 002652, TOKYO 0200, TOKYO 0378
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0

Review Comment: n/a Review Content Flags: Review Date: 27 FEB 2002

Review Event:

Review Exemptions: n/a
Review History: RELEASED <27 FEB 2002 by bryansd0>; APPROVED <25-Nov-2002 by kelleyw0>

Review Markings:

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Review Media Identifier: Review Referrals: n/a Review Release Date: n/a Review Release Event: n/a **Review Transfer Date:** Review Withdrawn Fields: n/a

Secure: OPEN Status: NATIVE

Subject: INCREASE IN JAPANESE TOURISM TO US.

TAGS: ETRD, CVIS, JA, US, GQ

To: STATE

Type: TE

Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005